

ORDER



KLAS

Orders
Order / Rev: 37064
Alt Order #: 08855204
Product Desc: Issue
Estimate: 1656
Flight Dates: 08/23/12 - 08/30/12
Original Date / Rev: 08/22/12 / 08/22/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Patriot Majority
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	1	\$1,000.00	\$850.00
08/27/12	08/30/12	13	\$14,000.00	\$11,900.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	1	\$1,000.00	\$850.00	0.00
September 2012	13	\$14,000.00	\$11,900.00	0.00
Totals	14	\$15,000.00	\$12,750.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$15,000.00
Market	100%	\$50,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$12,500.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,500.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/27/12	08/29/12	8 News Now 6a M-F	CM	6-7a	MTW----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTW----			2			\$1,200.00		0.00			
E 2	8	08/27/12	08/29/12		CM	7-9a	MTW----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS This Morning 7-9a										
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTW----				2	\$1,200.00		0.00			
E 3	8	08/30/12	08/30/12	CBS This Morning 7-9a CM	7-9a	---T---	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,200.00		0.00			
E 4	8	08/27/12	08/29/12	Live w/Kelly CM	9-10a	MTW----	:30	3	\$800.00	LV1	0.00	NM	3	\$2,400.00
				Live With Regis & Kelly										
				LIVE! WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTW----				3	\$800.00		0.00			
E 5	8	08/30/12	08/30/12	Live w/Kelly CM	9-10a	---T---	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
				Live With Regis & Kelly										
				LIVE! WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---				1	\$800.00		0.00			
E 6	8	08/27/12	08/29/12	8 News Now Noon M-F CM	12-1230p	MTW----	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00
				8 News Now Noon M-F										
				8 NEWS NOW AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTW----				2	\$1,100.00		0.00			
E 7	8	08/26/12	08/26/12	Politics Now S Sebelius CM	Various	-----S	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				Politics Now S Sebelius	(5:30 PM-6:00 PM)									
				POLITICS NOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,000.00		0.00			
E 8	8	08/27/12	08/29/12	8 News Now 4p M-F CM	4-5p	MTW----	:30	2	\$1,300.00	LV1	0.00	NM	2	\$2,600.00
				8 News Now 4p M-F										
				8 NEWS NOW AT 4PM & 430PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTW----				2	\$1,300.00		0.00			
												Totals	14	\$15,000.00